

**GOVERNMENT OF ANDHRA PRADESH
ABSTRACT**

Tourism Promotion – Released of Advertisement in “TODAY’S TRAVELLER” Frequent Travel Consumer magazine through M/s. Livewires Advertising, Pvt., Ltd, Hyderabad – Publication Charges – Sanctioned an amount of Rs.1,00,000/- (Rupees One Lakh only) - Orders – Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 897

Dated:16-11-2013
Read the following:

1. From Mr. Vagish Mishra, A.G.M-Product Development, G.I.C. Pvt. Ltd, New Delhi, India, Dated:12-07-2013.
2. Govt.Lr.No.4374/PMU/PRO/2013, of YAT & C (PMU) Department, Dt.14-08-2013.
3. Invoice No.Advt-208, of M/s. Livewires Advertising, Pvt., Ltd, Hyderabad, Dated:02-11-2013.

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ORDER:

In the letter 1st read above, Mr. Vagish Mishra, A.G.M-Product Development, G.I.C. Pvt. Ltd, New Delhi, India, has requested to release a full page colour advertisement in ‘Today’s Traveller’ magazine October issue 2013. Accordingly, Government have issued a work order for an amount of Rs.1,00,000/- (Rupees One Lakh only) for publication of an advertisement through M/s. Livewires Advertising, Pvt., Ltd, Hyderabad, vide reference 2nd read above.

2. In the reference 3rd read above, M/s. Livewires Advertising, Pvt., Ltd, Hyderabad, has furnished a bill for an amount of Rs.1,00,000/- (Rupees One Lakh only) towards publication of Full Page (colour) advertisement in ‘Today’s Traveller’ October 2013 issue and requested the Government for arranging payment.

3. The Government, after careful examination of the matter hereby accord sanction for an amount of Rs.1,00,000/- (Rupees One Lakh only) towards release an advertisement in ‘Today’s Traveller’ October 2013 issue through M/s. Livewires Advertising, Pvt., Ltd, Hyderabad.

4. The amount sanctioned at Para 3 above shall be debited to the following Head of Account:

“3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodation & other facilities to Tourists – Schemes included in PLAN, GH 11- Normal State Plan - SH (13) – Advertisement for Promotion of Tourism - 260 – Advertisements, sales and publicity Expenses”.

5. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at Para 3 above, in favour of M/s. Livewires Advertising, Pvt., Ltd, Hyderabad, through on line. The details of Bank account is as follows:-

Bank Name	:	Corporation Bank
Bank Branch	:	Dwarkapuri Colony, Hyderabad
Bank Account No.	:	206600202000203
IFSC Code	:	CORP0002066

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**CHANDANA KHAN
SPECIAL CHIEF SECRETARY TO GOVERNMENT**

To,
M/s. Livewires Advertising, Pvt., Ltd, Hyderabad.
The Assistant Secretary to Government & D.D.O, YAT& C(PMU) Dept.
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad.
Copy to:
The YAT& C (PMU- Claims) Department.
SF/SCs.

//Forwarded:: By Order//

SECTION OFFICER